



# DEPARTMENT OF CONSERVATION

## DIRECTOR'S OFFICE

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## SUMMARY

### McDONOUGH "California Principle" WORKSHOP MEETING #2 October 9, 2008

This was the second meeting of the "Group of 100," and a follow-up to the conversations about designing a "sustainable California" that began with William McDonough in September.

The purpose of this workshop was to:

1. Reach consensus on a working principle expressing a set of values to be used as an evaluative tool to inform policy and program decision-making.
2. Set forth Goals expressing a clear statement of what is to be achieved.
3. Begin the development of Strategies on how to achieve the Goals.
4. Outline a "path forward" moving from conversation to action.

The Director of the Department of Conservation, Bridgett Luther, clarified that one of the key outcomes for this entire effort would be to provide the Governor with a set of recommendations and a call to action for this Administration. It is intended that this will also establish the foundation for future Administrations as well.

It is the intention of the Group to have these recommendations and supporting information available to the Governor by the end of November. In advance of any meeting with the Governor, the Cabinet and Department heads that met at the Stanford Mansion will be reconvened for an update. McDonough has agreed to be on video conference to present the steps the Work Group has taken. Based on this very aggressive schedule, it is important to get everyone's feedback as soon as possible. Furthermore, it is hoped the inter-agency approach demonstrated by this effort will become a model for similar problem solving efforts among State agencies and departments.

#### **Working Principle:**

The following was adopted as the working principle. It was also identified as the "California Principle" and as such the "brand name" for this effort. In future meetings and correspondence we will be referring to the "California Principle Working Group."

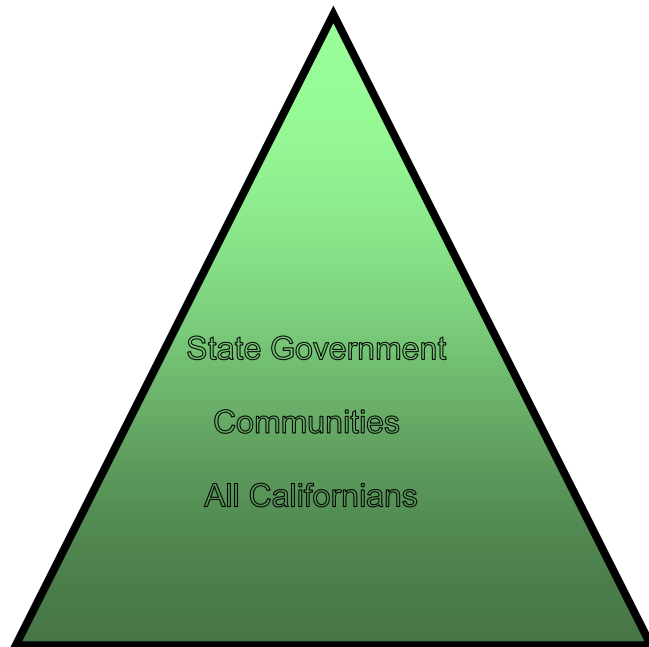
**California Principle:**

California is a global leader innovating a healthy, prosperous, equitable society with an abundance of resources.

**Goals:**

The goals setting process was used to create a framework for the design and implementation of policies, programs, and projects that will lead to a “sustainable” California and an eco-effective approach to strategic growth.

The framework identified three areas for Goal development:



**Goal I.** California State government will adopt a coordinated cross-functional approach to governing, to foster and reflect the “California Principle” in State programs and policies.

**Goal II.** Create communities that embody the values of the “California Principle.”

**Goal III.** Educate, engage, and make it easy for all Californians to make personal choices with regard to lifestyles, products, and services that have a positive impact on air, land, water, and eco-systems.

**Note:** These Goals are very broad in nature and are somewhat visionary in tone. However, they do provide a strategic framework for the development of more specific outcomes and strategies. Some outcomes called out in our first meeting re-surfaced during this current workshop and they are listed here:

### Other Outcome/Goal Statements:

- Eliminate waste as a by-product of human activities.
- California to become a net exporter of clean energy and clean energy technology.
- Achieve carbon neutral communities.
- Ensure quality infrastructures that can support the “California Principle.”
- California is the leading developer and exporter of “green” technology and business.
- Implement “green chemistry” principles statewide that eliminate the use of toxic chemicals.
- Re-establish thriving California natural eco-systems.

### **Strategies**

The following were some of the suggested strategies to achieve the stated Goals. So as not to lose the work that had been done previously, strategies from the first meeting have also been incorporated under the Goals where appropriate:

#### Goal I. State Government - California State Government will adopt a coordinated cross-functional approach to governing, to foster and reflect the “California Principle” in State programs and policies.

- A. Every State agency/department will identify their policies and regulations that support or conflict with the California Principle.
- B. The State will inventory all programs and initiatives that support the California Principle.
- C. Identify statutes, policies, and regulations amongst agencies and departments that conflict rather than compliment each other in support of the “California Principle.”
- D. Develop a mechanism for conducting independent and cross-functional analysis.
- E. Demonstrate the impact and value proposition of eco-effectiveness with the greening of State government.
- F. Put in place a funding mechanism that promotes and supports collaboration around projects and programs.
- G. Evolve the Sustainable Growth Council as a way to support the “California Principle.”

#### Goals II. Communities - Create communities that embody the values of the “California Principle.”

- A. Promote land use patterns that achieve (diverse) sustainable and equitable communities protecting the relationships between land, air, and water.
- B. Develop private public partnerships and a positive and clear market signal supporting green behavior by businesses and communities.
- C. State government to provide information necessary to promote comprehensive decision-making at the local level.
- D. Use the State’s guardianship role to provide a level playing field for innovative business ventures.
- E. Promote the creation of affordable housing choices that enable people to live near their jobs, services, recreation, and other life-style requirements.
- F. Address tax laws that are counter to the community development necessary to implement the “California Principle” (Prop. 13).
- G. Develop green technology industries to strengthen the local employment base.

- H. Develop a business case/model for the elements of sustainability in terms of initial vs. life-cycle costs including intrinsic values of protecting the environment and quality life.

Goal III. All Californians - Educate, engage and make it easy for all Californians to make personal choices with regard to lifestyles, products, and services that have a positive impact on air, land, water and eco-systems.

- A. Build eco-effectiveness curriculum into school programs.
- B. Promote the development of local sustainable food sources.
- C. Provide transparency of data and information such as lists of chemicals and their properties.

### **Path Forward**

There was a recognition that the workshop time constraints did not allow for very much specificity for both the Goals and the Strategies. However, the group agreed that the framework was a good one and that the Goals, while fairly broad, did provide sufficient direction for the next phase of the effort.

It was agreed that three work groups would be formed around each of the Goals. The work groups would meet as needed between now and mid-November to tighten the goal statement(s) and to add a greater degree of specificity to each of the strategies, as well as adopt additional ones where appropriate. The work groups will also begin the development of concrete action steps to implement the strategies. This work will be the basis of developing recommendations for the Governor and the Administration to consider.

Everyone is encouraged to participate in the work group meetings as your time permits. Here is the schedule of the work group sessions:

<b>Wednesday, 10/22</b>	8:30 a.m. – 12:30	Goal #2 – Communities work group
<b>Monday, 10/27</b>	8:30 a.m. – 12:30	Goal #1 – State Government work group
<b>Monday, 11/3</b>	8:30 a.m. – 12:30	Goal #3 – All Californians work group

All three workshops will be held at the Department of Conservation, 801 K Street, 20<sup>th</sup> floor conference room. Please RSVP to Loraine Cory at [lcory@conservation.ca.gov](mailto:lcory@conservation.ca.gov) for the session(s) you wish to attend.

Please submit any comments you have about this summary to [deborah.s.johnson@conservation.ca.gov](mailto:deborah.s.johnson@conservation.ca.gov) by COB Monday, October 22. It would be helpful if your e-mail message subject was, "McDonough Summary Comments."